



Win with your Instagram content - by Kimberly Zar Bloorian

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Instagram is a game-changer for commercial real estate professionals looking to expand their network, build credibility, and secure more deals. But let's be honest — posting property photos or company announcements alone won't cut it. To truly capture the attention of investors, brokers, tenants, and clients, your content needs to be engaging, visually appealing, and built on a strategic foundation. Here are seven proven ways to elevate your Instagram strategy and drive real results:

1. INSTAGRAM LOVES REELS AND VIDEO

Reels are the fastest path to increased visibility on Instagram. The platform's algorithm rewards quick, engaging videos, making them an invaluable tool for showcasing properties, construction updates, or market insights. Consistent posting is key — staying top-of-mind with your audience positions your firm as an industry leader.

2. CAROUSEL POSTS KEEP INVESTORS SWIPING

Carousel posts — multi-image, swipeable content — are perfect for unpacking complex deals, highlighting various angles of a property, or presenting market data. These posts encourage users to linger on your content, boosting engagement. Think of carousels as visual storytelling tools — use them to walk investors through a recent acquisition or spotlight key leasing terms.

3. INSTAGRAM STORIES KEEP YOU TOP-OF-MIND

Instagram Stories provide a direct line to your audience. Use polls, Q&A stickers, and countdowns to gather leasing feedback, preview upcoming properties, or gauge interest in investment opportunities. These quick, informal updates foster relationships and ensure your firm remains on the radar of decision-makers.

4. STRATEGIC HASHTAGS BOOST VISIBILITY

Hashtags are not just filler — they connect your content to industry professionals and potential clients. Use a mix of industry-specific and location-based tags such as #CREleasing, #RetailSpaceNYC, and #OfficeInvestmentDeals.

5. STORYTELLING CAPTIONS CLOSE DEALS

Data points matter, but it's the story behind the numbers that resonates. Did a recent lease signing revitalize a retail center? Has a repositioned office building attracted new tenants? Captions that tell these stories humanize your content and invite engagement. End with a call-to-action such as, "What CRE opportunities are you exploring this year?" to start conversations with potential clients.

6. CLIENT SUCCESS STORIES BUILD CREDIBILITY

Your track record speaks volumes. Showcase client wins, lease-up successes, and positive testimonials to demonstrate your value. When a tenant, buyer, or investor shares positive feedback, amplify it on your profile. Real stories build trust and often resonate more than promotional content.

7. HIGH-QUALITY VISUALS SELL SPACES

In commercial real estate, presentation is everything. Professional photos, drone footage, and clean

infographics can set you apart. Showcase properties in their best light to reflect your commitment to excellence.

At KLOUD Real Estate Marketing, we help CRE professionals unlock the full potential of Instagram. We specialize in positioning your brand for growth, connecting you with key players, and driving results. Let's make this your best year yet!

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